



PROVIDENCE
TECHNOLOGY SOLUTIONS

TOP 5 BENEFITS TECHNOLOGY MISTAKES TO AVOID

Thursday, December 19th at 1 PM ET (10 AM PT)

TOP 5 BENEFITS TECHNOLOGY MISTAKES TO AVOID PRESENTATION OUTLINE



- Introduction
- Description
- Top 5 Mistakes
- Resources
- Questions



Will this webinar be recorded?

YES!

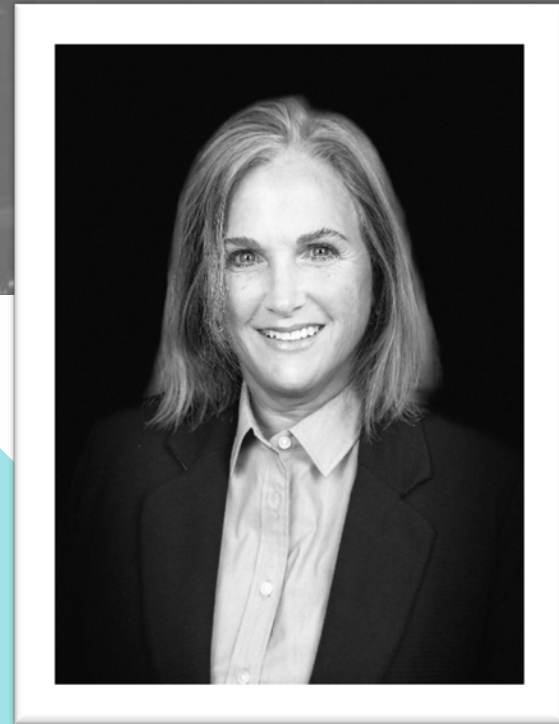
You will receive an email with the webinar recording and slides after today's presentation
— hold tight!

WILL YOU GET HRCI & SHRM CREDITS?

YES!

You will receive the codes at the end of the webinar – stay tuned!

Introduction To Today's Team



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DESCRIPTION

BENEFITS TECHNOLOGY

Benefits Administration Technology

The importance of planning. People do not plan to fail, they fail to plan.

Pitfalls


Preparing for potential pitfalls



QUICK POLL

HAVE YOU EVER EXPERIENCED SOME OF THESE
'WORST-CASE SCENARIOS'?

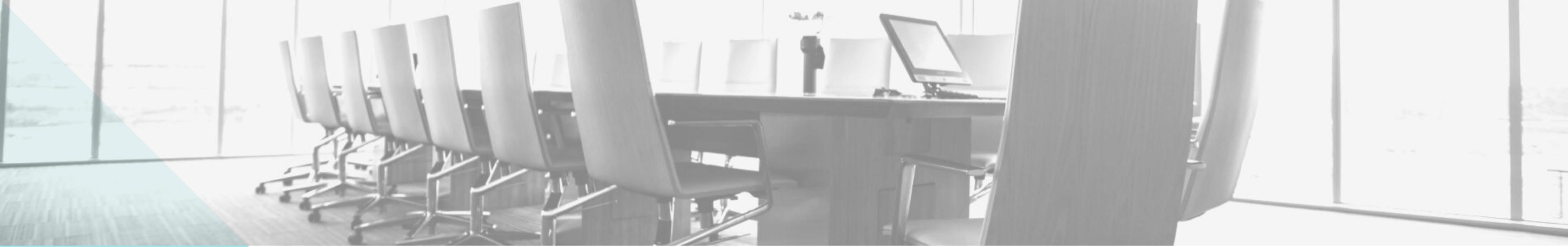
- Penalties for non-compliance (ACA, ERISA, FMLA, etc.)
- Ineligible employees or dependents receiving coverage
- Miscalculation of contributions
- Misclassifying employees as independent contractors or vice versa
- Other



BENEFITS TECHNOLOGY

**THE TOP 5 MISTAKES TO
AVOID.**

1. Not Selecting the Right Tech Provider
2. Failure to Communicate
3. Lackluster Educational Tools
4. Passive VS Active Enrollment
5. Not Using Your Data or Reporting Resources



5. NOT USING YOUR DATA OR REPORTING RESOURCES

Your HR systems are chock full of data waiting to be tapped



NOT SURE WHAT PLAN IS THE BEST? ASK YOUR EMPLOYEES!

**USE SURVEYS AND PLAN PERFORMANCE
METRICS TO FIND COST-SAVING SOLUTIONS
THAT WILL KEEP EMPLOYEES HAPPY**

4. Passive VS Active Enrollment

Simple does not always mean better




93%

EMPLOYEES WHO CHOOSE THE SAME BENEFITS EACH YEAR

Passive enrollment encourages a passive approve to benefits, leading to poor decisions and thousands of dollars wasted

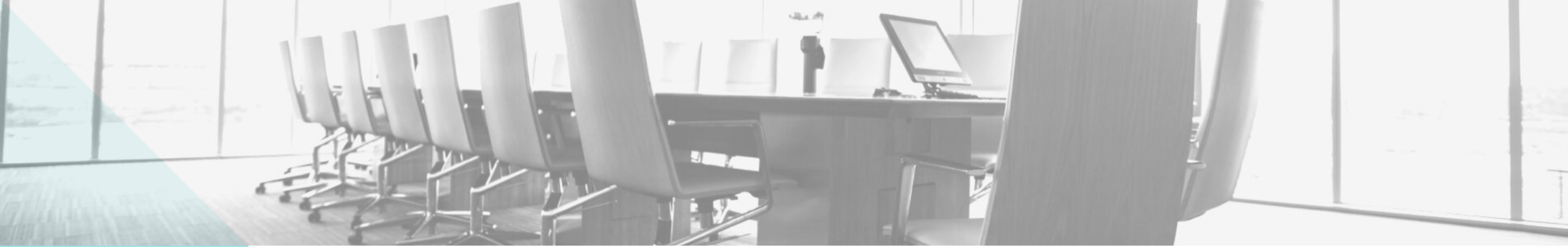
Source: [Aflac, 2018](#)



”IF YOU’RE NOT REQUIRING PEOPLE TO GO IN AND MAKE A CHOICE EVERY YEAR, YOU JUST CAN’T GRAB PEOPLE’S ATTENTION... IT’S A TOUGH-LOVE APPROACH.”

Meredith Ryan-Reid, MetLife

Source: [SHRM, 2017](#)



3. LACKLUSTER EDUCATIONAL TOOLS

There's no such thing as too much help



1 IN 5

EMPLOYEES DID NOT FEEL CONFIDENT THEY UNDERSTOOD EVERYTHING THEY SIGNED UP FOR AFTER THEIR MOST RECENT BENEFITS ENROLLMENT

30% of employees said they need more information surrounding benefits

Source: [Aflac, 2018](#)

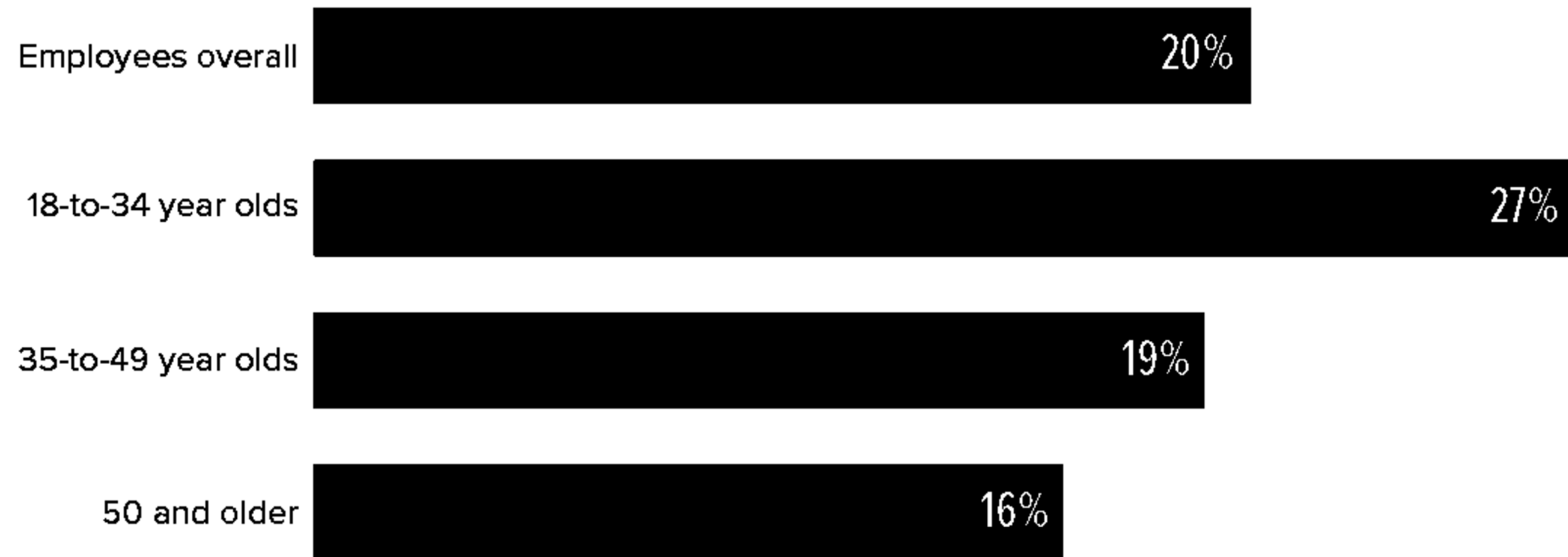


2. FAILURE TO COMMUNICATE

Stay in conversation all year round

Not Getting the Message

When it comes to open enrollment communications, one-in-five employees admit that they have skipped HR presentations, ignored e-mails or thrown away mailings without reading them. Employees under age 35 are especially likely to engage in these “bad” behaviors.





KEEP BENEFITS TOP OF MIND ALL YEAR ROUND

- Host quarterly or monthly educational events
- Email – Sent out reminders for events or an HR newsletter
- Video library for educational videos
- Text message alerts for important events or announcements
- Print materials posted in public areas to promote events or educational item
- Benefits website – host all materials in one place

GET PERSONAL WITH COMMUNICATIONS



- BUILDS A DEEPER RELATIONSHIP WITH EMPLOYEES
- PROVIDES RELEVANT CONTENT
- GIVES A FACE TO HR
- OFFERS BETTER RECOMMENDATIONS
- BOOSTS ENGAGEMENT
- DRIVES ENROLLMENT AND PARTICIPATION

Target Specific Segments of Employees

Message employees based on workforce characteristics

ENROLLMENT STATUS



LOCATION



CLASSIFICATION



STATUS UNION



GENDER



ENROLLED BENEFITS



EXAMPLES OF PERSONALIZED COMMUNICATIONS

The average employee is fully expecting personalization in every communications campaign you run



Targeted
Email



Custom Video
Messages



Benefit
Recommendations



Social Media



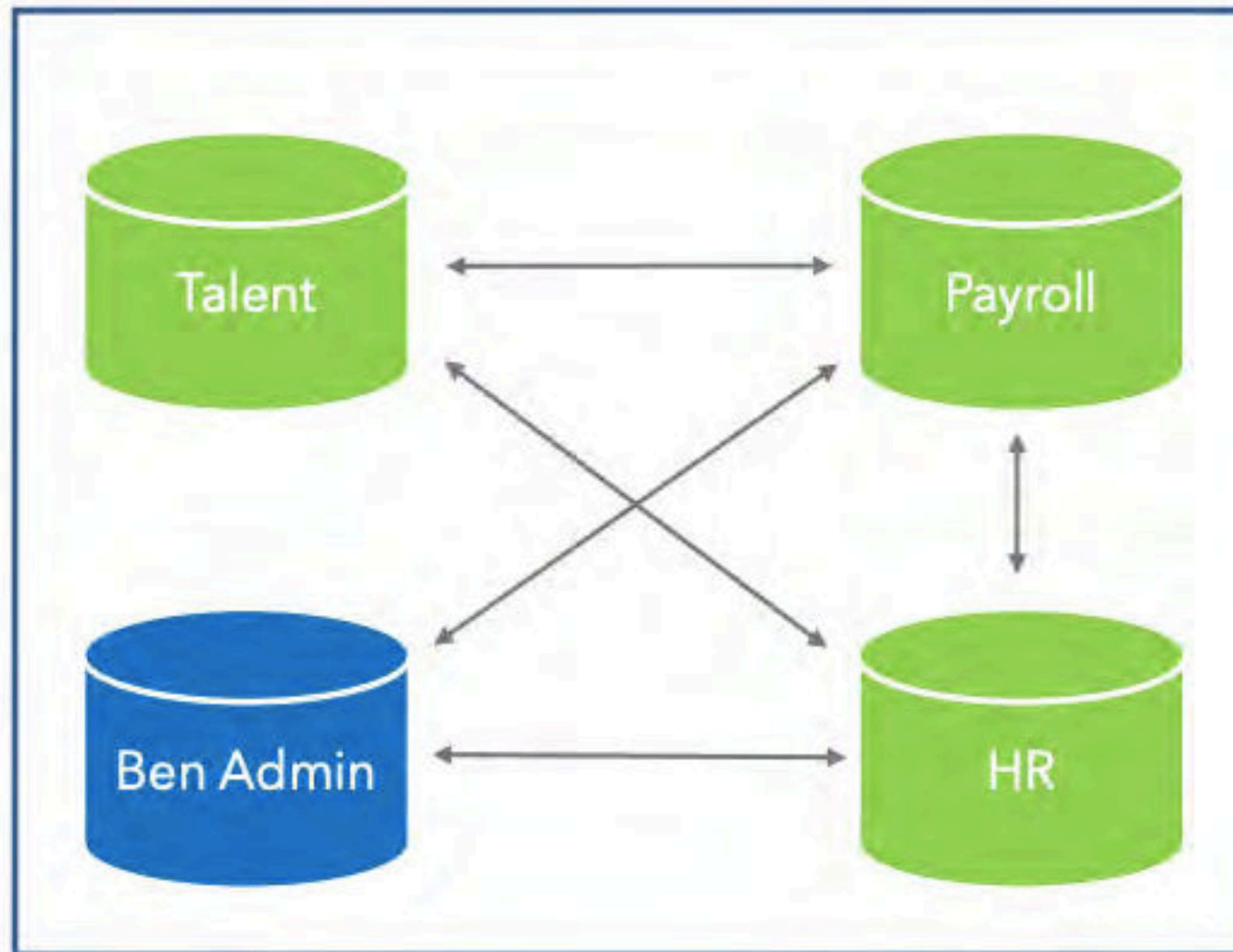
Fear of Missing Out
(FOMO)

1. CHOOSING THE WRONG TECHNOLOGY PROVIDER

EMPLOYERS: DON'T BE AFRAID TO ASK THE
TOUGH QUESTIONS!

BENEFITS & HR TECHNOLOGY DILEMMA

DEPTH VS. BREADTH

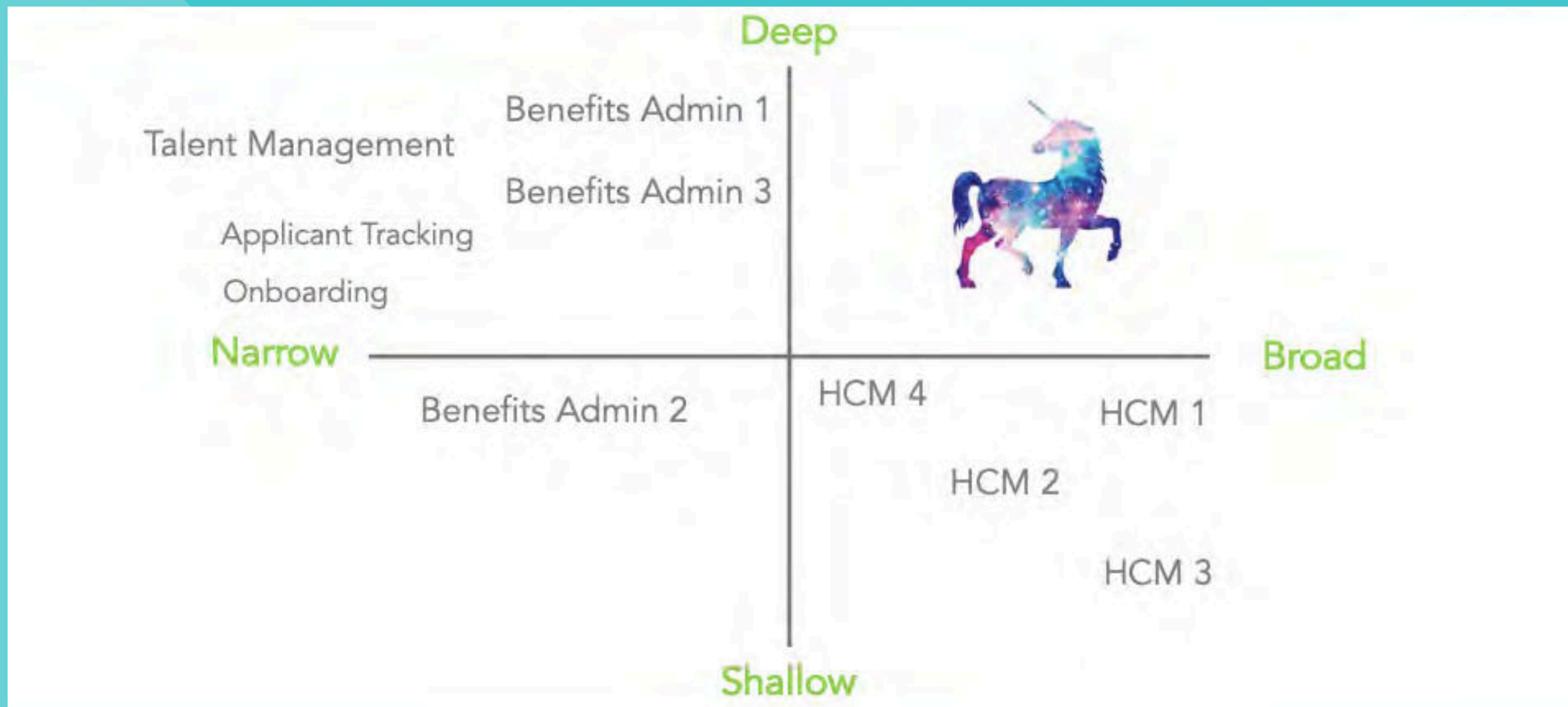


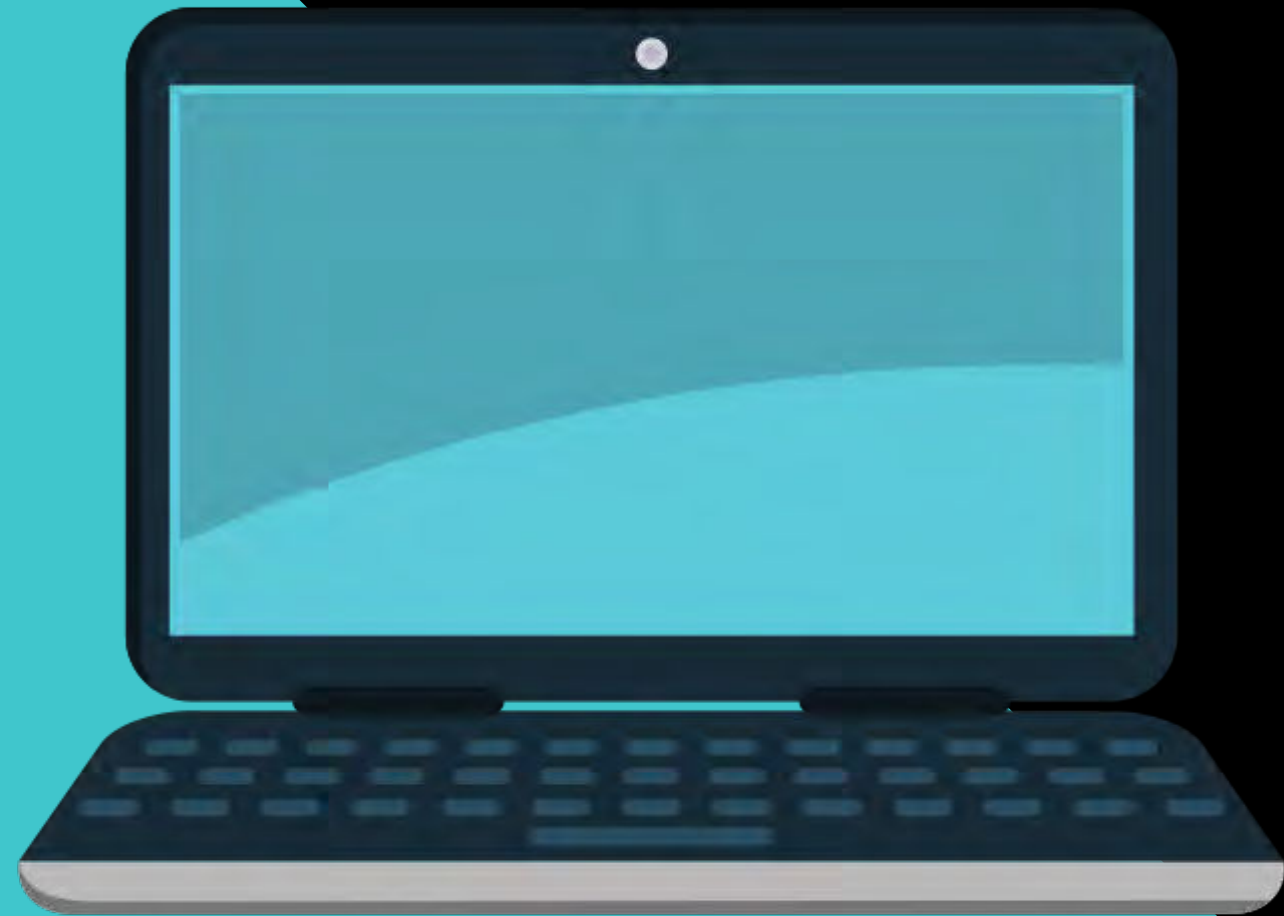
Vs.



A TECHNOLOGY PLATFORM THAT'S BOTH DEEP AND BROAD IS LIKE A UNICORN

IT DOESN'T EXIST.





QUESTIONS?

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PARTING WORDS

**Insanity Is Doing The
Same Thing Over and
Over Again and
Expecting Different
Results.**

Albert Einstein

RESOURCES

CHECK-OUT THESE BLOGS FOR ADDITIONAL CONTENT

- [6 Questions to Ask When Choosing a Benefits Technology Provider](#)
- [Top 5 Open Enrollment Mistakes to Avoid](#)
- [5 Steps for HR Tech Implementation Success](#)
- [2018 Aflac Workforces Report](#)



Thank you!

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HRCI & SHRM CREDITS

SHRM: Activity 19-9TX3G

HRCI: 505892